

# Leadership and Management Development Programs

## Communication Strategies for Technical Professionals: Leveraging Your Technical Expertise

- **Location:** Knoxville, Tennessee
- **Duration:** Three Days
- **2011 Dates:** October 10-12
- **2012 Dates:** April 22-24
- **Tuition:** \$2,500 (includes course materials, breakfast and lunch) Program fees are subject to change. Check our website (<http://TheCenter.utk.edu>) for the latest information.
- Class size is limited.

Promoting your ideas and yourself within the organization requires a set of communications skills that complements your technical expertise.

The earlier in your career that you learn and implement those complementary skills, the faster you will be prepared to expand your scope professionally. *Communication Strategies for Technical Professionals: Leveraging Your Technical Expertise* is specifically designed for professionals with technical backgrounds. You will waste no time in trying to adapt general-audience concepts to your technical environment. The specialized content of this course will allow you to return to work with a set of tools that can be immediately and effectively applied.

### Participant Profile

Junior to mid-level engineers, scientists, and other technical professionals who are ready to expand their expertise in promoting their ideas and themselves within the organization.

### Overview

Through participation in *Strategies for Technical Professionals: Leveraging Your Technical Expertise*, you will better understand:

- The importance of effective communication Your own communication skills and styles
- The role of people in getting ideas promoted and decisions implemented
- The differences in personal perspectives and the tactics to bring people together

You will couple this understanding with skill-sets designed to make you more effective in the workplace, such as:

- Handling conflict effectively
- Negotiating with skill
- Employing collaboration instead of competition
- Operating more effectively within a group
- Positioning yourself for career/managerial growth

### Methods of Instruction

The program places strong emphasis on practical, applied content using experiential and interactive learning methods. The program effectively uses discussion, exercises, simulations, and role-plays in addition to individual assessments, all of which are immediately applicable to the workplace.

### Faculty

- **Kate Atchley, Ph.D.**  
Doctorate in Industrial/Organizational Psychology– Fifteen years of leadership development experience; licensed industrial and organizational psychologist; managing partner of Tennessee Assessment Center, a consulting company that evaluates managers' leadership and people skills in order to assist companies in making better hiring decisions; established UT's Leadership

# Communication Strategies for Technical Professionals: Leveraging Your Technical Expertise

---

Development Program at UT's College of Business Administration to help managers and executives develop their leadership skills.

- **Michael McIntyre, Ph.D.**  
Doctorate in Industrial/Organizational Psychology – Fifteen years of management consulting, corporate training, and executive coaching experience; significant experience running leadership development programs and helping mid-career professionals transition to leadership positions.
- **Chuck Parke, MBA**  
BS in Industrial Engineering, Masters of Business Administration – Twenty-five years in the manufacturing sector leading both manufacturing and R&D functions. Significant experience in leadership development coaching and mentoring in both manufacturing and academic settings.
- **Allen Pannell, Ph.D. (ABD)**  
Specializes in process innovation and re-design, leadership, six sigma, strategic planning, and process management; has led numerous companies through their most difficult challenges by helping them to achieve aggressive goals resulting in higher profitability in a short time-frame and dramatic turn-arounds.
- **Elaine Seat, Ph.D.**  
BS/MS Mechanical Engineering, PE, doctorate in Performance/Sport Psychology – Twenty years experience as design engineer and engineering manager; founder of leadership development minor for engineering undergraduates at UT; specialize in performance enhancement for engineering and technical professionals with significant experience in coaching junior level and executives from technical disciplines for improved professional performance.

## Facilities

Classes are held on the campus of the University of Tennessee. Executive classrooms are located in the Center for Executive Education located inside the brand new, state-of-the-art Haslam Business Building and in Stokely Management Center. These facilities are specifically designed for group-interaction programs.

## Special Features

The program, like all Center for Executive Education public programs, is available as a customized, in-house program for organizations.

## Contact Information

For more information on this program, please call or write:

**Chuck Parke, Director**  
**Karen Hanlon, Program Coordinator**  
Center for Executive Education  
College of Business Administration  
The University of Tennessee  
603 Haslam Business Building  
Knoxville, TN 37996-4160

Phone (865) 974-5001  
FAX (865) 974-4989  
E-mail: [TheCenter@utk.edu](mailto:TheCenter@utk.edu)

## Other Recommended Courses

- Managing in a Technical Environment
- Finance for Non-Financial Managers
- Strategies for Effective Leadership
- Leadership Success for Manufacturing Site Leaders
- Logistics Executive Development Program
- Integrated Supply Chain Management Program
- Lean Enterprise Systems Design Institute
- Executive MBA
- Aerospace and Defense MBA
- UT Executive Development Certificate